

Broadway  
at  
33d StreetStore Opens  
at 8:30  
Closes at 6

# Grand Opening of the Newer and Greater

## Another Shipment of Those Untrimmed Straw Hats Remarkable Value at 65c



Last week's Sale was phenomenal; in fact, it was sensational! We have decided to duplicate this offering for this Grand Opening Sale. Such Hats Are Usually Retail at \$1.25 to \$1.50.

Many new shapes, including Sailors, Turbans, Side Rolls, Tricorons and others.

Imported Wings, 25c  
In Black, and Black and White, Brown, Navy, Green, Purple and others.  
GIMBEL Subway Store, Lower Fl.

## Gimbel Bargain Subway Stores Less Expensive, Dependable Merchandise Only

### Two Vast Floors Overflowing with Extraordinary Offerings for Friday and Saturday

A MARVELOUS transformation has taken place in the Gimbel Bargain Subway Stores. THE LOWER FLOOR has been turned into a most fascinating bazaar. The BALCONY is more attractive than ever before.

A NEW Millinery Section has been installed; other Sections have been transferred to NEW LOCATIONS; others have been ENLARGED, and aisles have been made wider. And all this "To Keep the New Store NEW."

## The Gimbel Bargain Subway Stores—Bigger and Better!

NEW merchandise; NEW displays; BETTER SERVICE; BETTER shopping facilities; about 150 BARGAIN TABLES, offering many items of interest; a convenient Restaurant; 12 spacious stairways.

You Are Cordially Invited to Visit This Marvelous Group of Stores



This sketch shows the very attractive NEW ROTUNDA on the Lower Floor. It is a fascinating Apparel Shop in itself.

## C. B. Corsets, 75c

Medium bust and medium length skirt, pink and white coutil.

De Bevoise Brassieres, 25c  
GIMBEL Subway Store, Balcony

## Women's Cotton Stockings, Three 25c

Mostly black and some white.

GIMBEL Subway Store, Balcony

## Furs—Special

Iceland Fox, a beautiful white fluffy fur. Scarfs, 95c to \$4.50; Muffs, \$5.95.

GIMBEL Subway, Lower Floor

## Children's Colored Dresses, 50c each



50c

Gingham Dresses, in Pink, Blue, Green or Tan, trimmed with white rep.

Chambray Dresses, in Pink, light or dark blue, made in the Russian style, with square neck and hand embroidered trimming. Sizes 2 to 6 years.

GIMBEL Subway, Lower Floor

## Children's Gloves, 38c

Tan Cape, fleeced lined, with and without gauntlets.

GIMBEL Subway Store, Balcony

## Women's Neckwear 25c and 50c

Usually 50c to \$1.25

"Samples"

Including Collars and Sets; lace, organdie, pique and Georgette crepe; some are lace trimmed and others hand embroidered.

Also lace and organdie Vests at 25c to 30c.

GIMBEL Subway Store, Balcony

## Women's Shamrock Handkerchiefs, 6 for 35c

Usually 6 for 50c to 65c

Sheer quality, white and colored letters, assorted styles.

Women's 9c Embroidered Handkerchiefs, 6c each

Colored and white, embroidered one corner, designs, sheer quality.

GIMBEL Subway Store, Balcony

## Muslin Underwear, Special at 50c

Night Gowns, Combinations, Envelope Chemises and Petticoats, of Nainsook, some are lace and ribbon trimmed, others are trimmed with neat embroidery, all garments are full cut and very neatly finished.

GIMBEL Subway, Lower Floor

## Women's Envelope Purses, 85c

Vachette and Morocco leather envelope purse, inside frame, flat strap handle on top of same, a very new model.

GIMBEL Subway Store, Balcony

## 3,500 Yds. All-Silk Taffeta Ribbon, Yd. 18c

All the millinery colors suitable for Hat trimming; all the light colors for children's wear; also black, 4 1/2 and 5 in. wide.

Ribbon Hat Bows, 70c Each

All wired ready for your hat.

GIMBEL Subway Store, Balcony

## A Very Unusual Sale of House Dresses, at 55c

House Dresses of Percale in neat stripes; several styles to choose from; some have collar of solid color percale, others of self material trimmed with embroidery.

All sizes from 36 to 46 bust measure.

GIMBEL Subway Store, Lower Floor

## Cotton Petticoats Fine Value, at 50c

Sateen Petticoats in Navy, Brown, Emerald and Black; all are made with elastic waist band.

Percale Petticoats in Black-and-White stripes; made with pleated flounce and two ruffles.

GIMBEL Subway Store, Lower Floor

## Specials for the Baby

Infants' Long Slips, of good quality lawn and nainsook, some daintily trimmed with lace, 25c to \$1.

Infants' Long Skirts, fine nainsook, trimmed with lace and embroidery, 25c to \$1.

Infants' Wrappers of Outing Flannel, Cashmere or Crepe, daintily embroidered in Pink or Blue, 50c to \$1.95

Infants' Worsteds Saques in all white, white and pink or white and blue, 38c and 50c.

Infants' Worsteds Booties in pink or blue, 10c to 25c.

GIMBEL Subway Store, Lower Floor

## Women's Fibre Silk Sweaters, \$4.95

Newest Stripes; mercerized black, detachable sash which can also be worn as half belt; fancy buttons; V neck; color combinations, Green and white, Canary and white, Copenhagen and white, Rose and white.

GIMBEL Subway Store, Lower Floor

## Men's and Young Men's \$15 and \$20 Suits and Overcoats \$10

Suits in the newest models, with patch pockets and soft roll lapel, or the conservative styles, with flap pockets and flat lapel. Cassimeres, chevots and Worsteds, neat stripes, checks and plain colors, sizes 33 to 46.

Overcoats of wool fabrics, such as two-toned Golf Cloth, Chevot, Cassimeres and Kerseys, newest styles with velvet or cloth collars, some full Venetian lined, others are 3/4 lined with satin, sizes 34 to 42.

Boys' Norfolk Suits with 2 pairs of Trousers, \$3.95

Newest models, with patch pockets; well made and reinforced so as to stand the wear and tear of active boys; neat stripes and mixtures of light and dark gray, sizes 7 to 16 years.

Overcoats and Mackinaw Sport Coats, all that we have left; your choice \$3

GIMBEL Subway Store, Balcony

## Men's \$1.50 and \$2 "Sample" Hats, \$1

Soft Hats in all the new Spring shapes. They are in all the new colors, every one of them worth nearly double what we ask.

Boys' \$1 Spring Hats, 50c

In several new styles; suit mixtures, blue serge, wash and straw.

GIMBEL Subway Store, Balcony

## Men's Velour Calf Sport Shoes, \$2.45

With Goodyear welted rubber soles and heels and leather toe pieces; sizes 6 to 11.

GIMBEL Subway Store, Balcony

## Men's Underwear, 50c

Odd Shirts and Drawers in natural wool, merino and balbriggan.

GIMBEL Subway Store, Balcony

## Men's \$1 and \$1.50 Shirts, 85c

Including a well known make: Mercerized pique, madras, percales and other good materials, sizes 14 to 17.

Men's \$1 Pajamas, 80c

Made of fast color materials, including plain colored madras and fancy stripe percales, finished with silk frogs, cut full in sizes A, B, C and D.

Men's 25c Garters, 15c

Men's 50c Suspenders, 25c

GIMBEL Subway Store, Balcony

## Dress Forms, \$1.75

Modeled on the season's fashionable lines, covered with jersey cloth, nickel trimmed. Sizes from 32 to 44 bust measure.

95c Bust Forms, 75c

Mounted on modish lines, jersey covered, nickel trimmed, sizes 32 to 44 bust.

GIMBEL Subway Store, Balcony

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\$15 \$15 \$15 \$15 \$15 \$15

## Most Remarkable Offering of Women's and Misses' New Spring SUITS at \$15

Models that Usually Sell at \$17.50 to \$22.50

A special purchase of newest models that are simply marvelous!

Numberless Styles, Including the Most Fashionable

Loose, flaring Coats, belted flaring Coats and half-belted styles; full cut skirts that show the new yoke effects, or half belted and shirred tops.

Wool Poplins Sport Corduroys Gabardines Men's Wear Serges Taffeta-and-Serge Combinations Shepherd Checks

And many other materials. Navy, Joffe and Copenhagen blue, sand, rookie, green, black; also black-and-white Shepherd checks; sizes, 14-44.

GIMBEL Subway Store, Lower Floor

## Grindley's English Porcelain Dinnerware, Very Special

Discontinued Patterns Purchased from Mitchell Woodbury Co., Boston, Mass.

Neat border decoration; quaint English shapes; very high quality; every piece perfect, no seconds. Prices quoted are actually less than present wholesale cost.

Plates, as to size, 5c, 6c, 7c, 9c, 10c each.

Soup Tureens, 50c.

Gravy Tureens, 35c.

Sauce Boats, 25c.

Pickle Dishes, 10c.

Covered Vegetable Dishes, oval or round, 35c.

Covered Butter Dishes, 35c.

Tea Pots, 45c.

Ten Cups and Saucers, 10c pair.

Coffee Cups and Saucers, 15c pair.

Many other items all less than usual cost.

GIMBEL Subway Store, Lower Floor

## Dining Room Gas Domes, \$4.95

Eight-panel cathedral art glass, with red diamond inserts, overlaid with metal castings, made in Amber, Green and Nile Green; sold complete with gas stem covered with brass tubing, return gas arm, sliding canopy and complete inverted gaslight, ready for use.

Gas or Electric Table Lamps, \$2.95

Cast metal base and shades, finished in verde green finish, square shape, cathedral art glass in Amber, Green or Nile Green; sold complete, ready for use.

Candle Outfits, 45c Complete

Outfit consists of Bamboo over silk shade, mahogany finish candlestick, brass finished shade holder and bouquet candle.

GIMBEL Subway Store, Lower Floor

## Sale of \$10 White Enamel Bedsteads \$7.75

2 in. posts, colonial style, 14-in. square top rods, 1 1/2 in. filler rods, best baked on white enamel; candle bed in all regular sizes in either the white or ivory enamel finish.

\$3.50 Woven Wire Springs, \$1.95

Reinforced with steel bands and 8 helicals in centre to prevent sagging, 4 ft. and 4 ft. 6 in. sizes only.

\$7.50 Cotton Mattresses, \$5.75

Filled with sanitary cotton, well made, closely tufted, 45 pounds to full size, can be had in choice of tickings.

\$9 Cotton Felt Mattresses, \$7.50

\$10.50 Cotton Felt Mattresses, \$8.50

\$12 Cotton Felt Mattresses, \$9.50

These Mattresses are well built in layers of cotton felt, firmly made, guaranteed not to lump, good quality ticking, choice of colors.

Feather Pillows, 75c, \$1, \$1.25 and \$1.50

Guaranteed new Sanitary Feather.

GIMBEL Subway Store, Lower Floor

## Women's White Top Shoes Exceptional Value

At \$1.95 Pair

Smart-looking shoes, for which under ordinary conditions you would have to pay more than \$1.95. Handsome lace model of patent coltskin, with flexible soles, Cuban heels and white canvas tops. Sizes 2 1/2 to 7.

Children's \$1.75 and \$2.00 High Shoes, \$1.25

In patent coltskin, gun metal, and vicci kid, button styles, sizes 6 to 2.

GIMBEL Subway Store, Balcony

## Silk Mull Top Comfortables, \$2.25

Nine-inch plain silk border to harmonize with center, dainty floral design; finest white cotton filling.

GIMBEL Subway Store, Lower Floor

## Special—White Crochet Bed Spreads, \$1

Hemmed, ready for use; new center pattern.

White Satin Finish Scalloped Bed Spreads, for full size beds, \$1.95.

GIMBEL Subway Store, Lower Floor

## Bath Mats, 38c to 75c

"Mill Seconds," slight imperfections that will not impair their durability; in Pink, Blue, Tan and White.

GIMBEL Subway Store, Lower Floor

## Mercerized Table Damask, yd., 38c

64 in. wide; high mercerized finish.

GIMBEL Subway Store, Lower Floor

## Extra Size Pillow Cases, 15c each

54 x 38 1/2 inch for large pillows.

Seamless Bed Sheets, 60c

81 x 90 inch, made of soft finish full bleached sheetings, sizes quoted before hemming.

GIMBEL Subway Store, Lower Floor

## English Long Cloth, 10-yard Piece, 75c

Yard wide, soft finish, 10-yard piece.

English Nainsook, yard wide, line-grip finish, 14 yard piece, \$1.50.

GIMBEL Subway Store, Lower Floor

## \$10 Trunks, \$6.50

All fibre covered Dress and Steamer Trunks, purchased at a special price reduction; good sturdy built trunk that will stand the wear and tear of the baggage smasher. Sizes 32 to 36.

GIMBEL Subway Store, Balcony

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GIMBEL Subway Store, Balcony

## Framed Pictures Very Special at 60c

Size 6x8; frames ornamented with bow top; pedestal stand.

15c and 25c Pictures and Photo Frames, 10c and 15c

Size 3x7 and 6x8.

Hand-Colored Prints, \$2

Usually \$4. Size 13x24 inches; ornamented frames, bow top finished in antique gold.

GIMBEL Subway Store, Balcony

## Curtain Scrim, Yd., 8c

Colored or fancy woven double borders.

Hemstitched Dutch Scrim Curtains, with Valance, ready to hang, pair, 60c.

Window Shades, water color opaque, stock sizes, ready to hang, 25c each.

Velour Covered Sofa Cushions, with sunfast dyes and good filling, 50c.

GIMBEL Subway Store, Lower Floor

## \$3.75 (and better) Leather Pillow Covers, \$1.95

Hand decorated.

Cretonne and Crash Scarfs, Pillow Covers and Table Squares, regularly 30c, 25c.

Cretonne Sewing Trays, white enamel frames with floral decorated corners, 50c. Usually \$1 and more.

Tapestry Pin Trays, glass covered, 10c. Usually 20c and more.

Limited quantities.

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GIMBEL Subway Store, Balcony

## \$1.50 Willow Grass Rugs, 95c

Size 36 inches by 72 inches in the much wanted colors, such as Browns, Greens and Tans.

GIMBEL Subway Store, Lower Floor

## 40c lb. Candy, 30c lb.

Victory Chocolates, put up expressly for this sale.

GIMBEL Subway Store, Balcony

## Clark's O. N. T. Sewing Cotton, Dozen Spools, 38c

All sizes, Nos. 8 to 200, black and white; quantity limited.

GIMBEL Subway Store, Balcony

## Fancy Buttons, 10c Card

Cards contain 1/2 to 2 dozen. Extraordinary values.

GIMBEL Subway Store, Balcony

## Lenten Sale \$1 Rosaries At 50c

5-Year Guarantee